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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/650,605	08/30/2000	Gilma A. Z. Perkins	MSFT-0166/144193.1	9087
41505	7590	09/09/2005	EXAMINER	
WOODCOCK WASHBURN LLP ONE LIBERTY PLACE - 46TH FLOOR PHILADELPHIA, PA 19103			ALVAREZ, RAQUEL	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 09/09/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/650,605	PERKINS ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Raquel Alvarez	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 17 June 2005.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-10 and 20-27 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-10 and 20-27 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) All
  - b) Some \*
  - c) None of:
    1. Certified copies of the priority documents have been received.
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: \_\_\_\_\_.

### DETAILED ACTION

1. This office action is in response to communication filed on 6/17/2005.
2. Claims 1-10 and 20-27 are presented for examination.

#### **Claim Rejections - 35 USC § 102**

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1-10 and 20 are rejected under 35 U.S.C. 102(e) as being anticipated by Yacoby et al. (6,516,311 hereinafter Jacoby).

With respect to claims 1-10, 20 Yacoby teaches a computer-implemented method to register business directory listing and advertisements (Abstract). Providing a computer-based directory of business listings and advertisements, said directory being stored in a data store and comprising data organized as a tree having nodes, wherein a plurality of nodes are representative of business categories, and plurality of said nodes are leaf level nodes, and a plurality of said nodes are business directory listings having standard industry codes associated therewith, wherein only said leaf nodes map to said business directory listing nodes (col. 9, lines 13-25); accepting, from a client, via a network, at least one request to register a desired business listing and/or

Art Unit: 3622

advertisement, said request indicating at least one of said business categories and association with said desired business listing (col. 13, lines 11-24);

Storing said desired business listing and/or advertisement in said directory according to said at least one of said business categories (see col. 15, lines 1-41); the registration may be performed specifying at least editorial nodes (col. 14, lines 38-41); a user interface to accept instructions for the manipulation and display of data via the Internet (col. 12, lines 25-51).

**Claim Rejections - 35 USC § 103**

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

6. Claims 21-27 are rejected under 35 U.S.C. 103(a) as being unpatentable over Yacoby.

Claims 21, 25 and 27 further recite well known information necessary to advertise a product or service. Since Yacoby teaches advertising a product or service then it would have been obvious to obtain certain information such as the description desired, the number of lines desired, the text to be printed, the color desired and image and titles in order to customize the individual ads. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included the

above steps in the advertisements of Yacoby in order to obtain the above mentioned advantage.

With respect to claim 22, Yacoby further teaches prompting the user to enter e-mail address (col. 12, lines 26-39).

With respect to claims 23-24, Yacoby further teaches a hyperlink to the user's content and prompting the user to input an URL for the website (col. 13, lines 1-10).

Claim 26 further recites displaying the ads according to a particular rotation scope which defines a display frequency of one or more geographic areas. Official notice is taken that it is old and well known in marketing to define take into account the geographic region in order to determine how often to advertise in a particular region in order to better target the ads based on the geographic areas selected. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included displaying the ads according to a particular rotation scope which defines a display frequency of one or more geographic areas in order to obtain the above mentioned advantage.

**Response to Arguments**

7. The 112, 1<sup>st</sup> rejection has been withdrawn.
8. Applicant's arguments have been considered but are moot in view of the new ground(s) of rejection.

**Point of contact**

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Raquel Alvarez  
Primary Examiner  
Art Unit 3622

R.A.  
9/2/2005